

Marketing Representative

POSITION SUMMARY:

Our Marketing Representative is a key individual in establishing and developing the strong relationships we have with independent insurance agents who represent the company. The position entails a significant amount of interaction with agencies as well as with multiple departments within the company. Having the appropriate amount of product and process expertise to inform and educate agency personnel as well as the appropriate skills to deal with agency management issues are integral to the position. While the Marketing Representative is the external ambassador of the company, they are required to put forward the best interests of the company at all times. Awareness of the marketplace, industry matters and responsiveness to the needs of our agents are essential aspects of the position.

The territory this position covers includes the South Shore & Southeastern MA including Barnstable, Dukes, Plymouth, Bristol, and Norfolk counties. This position requires regular travel in Massachusetts.

Principal accountabilities align with Quincy Mutual's core competencies, including:

Communication & Relationship Building

- Effectively manage assigned agency relationships as assigned with the goal of driving profitable growth to achieve financial and operational targets.
- Develop professional and productive relationships with agency principals and their staff to ensure the placement of preferred business with the company.
- Establish a position as a trusted advisor to all agency staff particularly within the framework of company philosophy.
- Ensure that new agencies receive the proper support to achieve desirable results.
- Provide feedback to the company on competitor factors such as product, pricing or programs impacting the business interests of the company or its agency relationships.
- Demonstrate responsiveness, personally and corporately at all times.
- Act as the primary liaison between agencies and company. Maintain complete understanding of the company's products and systems as well as those maintained by agencies.
- Lead, collaborate, influence and support internal business partners. These may include but are not limited to: Underwriting, Production, Management, Claims &/or Loss Control.

Delivery & Productivity

- Actively participate in managing assigned agency production of premium volume in line with Quincy Mutual corporate goals.
- Participate in developing, executing, and adjusting business plans, including strategic components. Particular emphasis is upon aligning these with key Personal & Commercial Lines business strategies.
- Review production and profitability results with agencies on a regular basis as required. Collaborate with home office personnel to effect improvement, as necessary.
- Participate in the initiation of sales, distribution and profitability strategies.

- At the request of agencies or company staff, conduct physical inspections of various personal and commercial entities to assist in determining preliminary underwriting acceptability perspectives.
- Cultivate the marketing territory to improve the quality of agency representation through the appointment of qualified agencies. This includes participating in the rehabilitation or even termination of poorly performing agencies.
- Train agency personnel on company products and programs & processes.
- Independently build and cultivate mutually beneficial processes such as those relating to prospecting, business planning, engagement training, etc.
- Interpret, assimilate, and translate ever-developing data and trends.
- Gather current competitive and marketing information on our competitors. Communicate changes to the internal company staff and analyze and interpret these changes and their possible impact to the company.

This job description is not all inclusive and may include additional duties if needed.

JOB REQUIREMENTS:

EDUCATION:

- Work related Bachelor's Degree or equivalent industry experience.
- Advanced Degree / Professional Designations, i.e., CPCU, CIC

EXPERIENCE:

- Minimum of 6 Years Property & Casualty insurance field sales / marketing experience working with Independent Agents required.
- Must have a proven and established record of developing and maintaining strong agency relationships in the marketplace.
- Demonstrated marketing experience in managing agency aggregations.
- Strong technical skills in insurance and MS Office software.
- Proven success in agency training along with superior presentation skills.
- Highly effective written and oral communication skills, including presentation, persuasion, timing, tact and negotiation skills.

SKILLS:

- A professional work ethic is paramount to obtaining and being retained in the position.
- As the company's external representative, the Marketing Representative must act in a professional manner at all times.
- Have the ability to interact and communicate effectively with all levels within each agency and the Company.
- Works independently and possesses strong organizational and time management skills.
- Strong interpersonal skills, including an ability to manage change and conflict.
- Exercises strong judgment skills with the ability to be assertive in a professional, balanced manner.

- Have the ability to develop the respect and confidence of independent agents and to promote the company's sales of profitable business through those agents.
- Dedicated to continuous improvement in daily labor using creativity to apply new approaches to job requirements.
- Must have a valid driver's license and favorable driving record.

WORKING CONDITIONS:

- 75% travel, visiting agencies as called for.

Our Commitment: At Quincy Mutual Group, we are dedicated to creating a gratifying and rewarding workplace, emphasizing integrity, communication, and a supportive environment. Join us to be a part of a team where your contributions are valued and your growth is nurtured.